CONSUMER TIME

SAVE KITCHEN FATS, PAPER AND TIN

NETWORK: NBC DATE: September 1, 1945

ORIGIN: WRC TIME: 12:15-12:30 PM - EWT

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER...CLOSE DRAWER

4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.

5. MUSIC: BRIEF OPENING FADING FAST INTO....

6. WOMAN: (FILTER) Are you ready for the question?

7. TWO MEN: (FILTER) We are.

8. WOMAN: (FILTER) The war is over. Do we have to keep on saving KITCHEN FATS? Do we have to save tin cans...and keep on saving paper?

9. MUSIC: THEME...IN FAST FOR HUMOROUS PLAY ON "NO PLACE LIKE HOME"... THEN OUT SHARPLY.

10. HENRY: My name is Henry Keane, and this is my wife, Maria.

11. MARIA: (RETIRINGLY) How do you do.

12. HENRY: Aside from the fact that we're wiser people this week than we were last week, I would say we're ordinary everyday people..

13. MARIA: (QUIETLY) Yes, we are, I guess.

14. HENRY: We'd been doing everything you'd been doing, those more than three and a half years of war. I don't have to list them... the many things we did without...the Bonds we bought...the victory we prayed for...the letters we waited for, the packages we sent overseas...and then how, with you, we celebrated Victory two weeks ago Tuesday. But...(I don't know about you)...I'm a wiser guy this week than I was last.

15. MARIA: To begin at the beginning...those few days right after Victory were pretty exciting, Henry.

16. HENRY: Exciting! That's no word! Every day at breakfast, Maria and I would open up the morning paper as though it were a package under the Christmas tree...

17. MARIA: ...to find all the wonderful things...the things they said we could buy again...(FADE)

18. MUSIC: ONE SHORT CHORD

19. MARIA: Isn't it marvelous?

20. HENRY: Isn't what marvelous?

21. MARIA: Nylon stockings in a few weeks. Nylons!

22. HENRY: That's mothing. Look! Tires...tires before New Years!

23. MARIA: And washing machines!

24. HENRY: And automobiles...

25. MARIA: And refrigerators...

26. HENRY: And a new toaster...

27. MARIA: (HAPPY SIGH) I simply don't believe it! Henry...the war is over!

PAUSE:

28. HENRY: During that first week, just like the rest of you folks, we went on a kind of spree. Loved the luxury of driving into a gasoline station and saying loudly "Fill 'er up!" Just like that..."fill 'er up", rolling the words on our tongue as though they were something good to eat. That was a wonderful week.

29. MUSIC: SNEAKS IN ON ABOVE AND CONTINUES BEHIND A LITTLE OMINOUSLY

30. HENRY: Then, on one of those days...last week.

31. MARIA: On one of those days I was out in the kitchen, cooking dinner. And Henry came in with the paper and sat down there by the window to read.

32. HENRY: When Maria happened...just happened to remark...

33. MARIA: (JUBILANTLY) Well I'm sure glad of one thing...I'm sure glad I don't have to keep on saving this old dirty grease in a tin can. (LAUGH) Look Henry...this kitchen fat...I'm pouring it down the drain.

34. MUSIC: OMINOUS CHORD...STOP SHORT

BREATH PAUSE:

35. HENRY: Why...I was about to laugh and agree with her. It did sound fine...no more saving fat; no more stepping on tin cans... no more having to save newspapers for the Boy Scouts to come and take away.

It looked pretty good...no fooling it did.

And then I looked up at Maria to say so, when I was astonished to find her staring...just staring...and she was as white as the biscuit dough there on the kitchen table.

37. MARIA: (SHARP WHISPER) Henry...did you hear something?

38. HENRY: Hear what? I don't hear anything.

39. MARIA: Listen...I very distinctly heard...

40. VOICE: (STENTORIAN...FILTER) Maria Keane...Henry Keane...

41. HENRY: Where did that...where did that come from!

42. VOICE: (FILTER) Maria Keane...Henry Keane.. You must now learn a lesson.

43. MARIA: (GASP) Oh for goodness sake...

44. VOICE: (FILTER) You have heard it said these days...as have millions of other Americans...that it is still vitally important for you to save kitchen fats...to save paper...to save tin.

45. MARIA: Yes, but I thought...

46. HENRY: (FALTERING) We heard it, but we certainly didn't think it was so important any more...

47. VOICE: Not so important?

Not so important to speed reconversion of industry?

Not important to get this country back to normal?

Not important for you and millions of other Americans to have things you've wanted for so long...

48. MARIA: But you mean to say that saving fat...?

49. HENRY: And stepping on tin cans?

50. VOICE: I mean to say exactly this: These things you did to win the war you must now continue to do to build the peace. If only for a little while. (STENTORIAN) Maria and Henry Keane... to learn your lesson, you must now <u>try living without</u> the household goods; <u>without</u> the conveniences and luxuries and necessities in your home...<u>without</u> these things which saving fats and paper and tin have so far made possible for you to have. (BREATH PAUSE) Try living now...without them.

51. MUSIC: <u>IN FAST...WITH SHORT EMPHATIC BRIDGE...HEIGHTEN TEMPO... CROSSFADE...INTO...</u>

52. SOUND: <u>CLANKING, CRASHING, BANGING RATTLING ETC. AS THOUGH HOUSE WERE FALLING TO PIECES.</u>

53. HENRY: (SHOUTING IN TERROR) Look out, Maria! There goes the refrigerator...

54. SOUND: <u>LOUD CRASH OF REFRIGERATOR GOING THROUGH DOOR</u>

55. MARIA: (SHOUTING) Stop them! Stop them, Henry. Here comes the stove!

56. SOUND: ACCOMPANYING

57. HENRY: Watch out, Maria! Duck! There go all the bars of soap we have in the house.

58. SOUND: RAPID FIRE LIKE MACHINE GUN

59. MARIA: (ACCUSINGLY ABOVE DIN) Henry, you let go of my stockings!

60. HENRY: I haven't got hold of your stockings.

61. MARIA: (WAIL) But...they're going right off my legs! My only Nylons, too.

62. HENRY: Well! There they go, out of the window with the rest...

63. MARIA: Henry! Grab it! The radio catch it by the aerial! We've got to have a radio...we've got to...

64. HENRY: And there goes the toaster...

65. MARIA: And my only iron...

66. HENRY: And all the paper bags...and boxes...out of the window!

67. MARIA: Stop them, Henry...stop them...grab them...(ETC...FADE)

68. MUSIC: UP CROSSFADE WITH SOUND...HOLD FOR BRIDGE AND FADE DOWN AND OUT.

69. HENRY: (YAWNING) Ho hum...Hmmm. Maria...what time is it?

70. MARIA: (SHE HAS BEEN AWAKE BROODING) I wouldn't know. The alarm clock, of course, has gone.

71. HENRY: Hmmmm. So it takes kitchen fat to make an alarm clock. Yes ...and tin too. Lots of tin, I suppose.

72. MARIA: (GRIMLY) Henry Keane it seems to me you are taking a sly sort of pleasure in this catastrophe.

73. HENRY: No no, my dear...more a scientific interest shall we say. Hmmm. Well, sun's way up. I guess it's late. I'll be late to office.

74. MARIA: Why not turn on the radio and find out what time it is, Henry?

75. HENRY: Now, now, my dear. Try to be calm. The radio, remember, went too.

75A. MARIA: But how could used kitchen fats go into making a radio?

76. HENRY: Oh, in a number of ways. They use it to make wires, for instance, and for lubrication. We aren't expected to understand just how all these things are used, you know. (HUMMING..."OH HOW I HATE TO GET UP ETC..."...FADING OFF) Maria, the paper boy hasn't even come yet. So it couldn't be very late.

77. MARIA: (HUFFILY) Paper boy? Hump! And what makes you think we're going to get a newspaper?

78. HENRY: Why not?

79. MARIA: It takes paper to make paper, doesn't it?

80. HENRY: Oh, that's right. We should be saving paper, too. Say, it's no joke trying to do without stuff made of paper, or fat, or tin! (STILL MANFULLY CHEERFUL) Oh well, if that's the way it is, that's the way it is. (HUMMING, FADING OFF...THEN PROJECTING) Maria!

81. MARIA: What now?

82. HENRY: (BACK AGAIN) Oh, I forgot. No soap, of course. Soap all went too. Of course they need fat to make soap. Oh well... at least I can brush my teeth this morning.

83. MARIA: (TO HERSELF) That's what you think.

84. HENRY: (PROJECTING) Why, who put the toothpaste all over everything?

85. MARIA: Oh you can have all the toothpaste you want...it's the tube that had to go. Had tin in it.

86. HENRY: Well for the love of...

87. MARIA: And try brushing your teeth with that tooth brush of yours. It's quite a trick to do it without any bristles on the brush!

88. MUSIC: SHORT BRIDGE FADE DOWN AND OUT

89. MARIA: I'm sorry, Henry, there's no way to make coffee, what with the stove gone.

90. HENRY: And I refuse to eat a raw egg. Just give me that slice of bread, my dear, and a glass of water.

91. MARIA: Well, haven't you noticed?

92. HENRY: What?

93. MARIA: All the paint's off of everything. Just bare wood. That's all that's left.

94. HENRY: Well, so it is. Guess they took that to show us it takes fats and oils to make paint.

95. MARIA: And most of the medicine's gone out of the medicine chest. Just be sure you don't get sick, Henry.

96. HENRY: No medicine. That's right, I read somewhere that it takes fats to make medicine. Say, and I noticed another funny thing. All the linings have gone out of my shoes.

97. MARIA: And why they had to take the fly paper out of the kitchen, I'll never know.

98. HENRY: (LAUGH) Is that gone too?

99. MARIA: It isn't funny. And you should see the pantry...potatoes all over the floor, and spinach and carrots...and everything ...because all the paper bags have gone.

100. HENRY: Oh, dear, dear. The things you don't realize. I never actually thought about how necessary paper is, really.

101. MARIA: And all the spices and soda and flour and everything that was in a paper box or a tin can, is spilled all over the shelves. And not a box or can in sight.

102. HENRY: And there's no telephone, either, did you know that? Fats, again, I suppose.

103. MARIA: Henry...do you know what this probably means?

104. HENRY: What?

105. MARIA: (WAIL) I won't have any Nylon stockings. It takes fats to make them...

106. HENRY: And oh my goodness! I won't have any new tires! Products from fat are needed for synthetic rubber.

107. MARIA: What do you want tires for, Henry! Don't be silly! You won't even have a car!

108. MUSIC: BRIDGE...FADE DOWN INTO...

109. VOICE: (FILTER THROUGHOUT) Maria Keane...Henry Keane...

110. MARIA: (WEAKLY) Yes...

111. VOICE: A week of our little experiment has passed. Do you see now what life would be like without those things which are made from kitchen fats or paper or tin?

112. MARIA: We...oh yes we do!

113. VOICE: Well, you can see, then...that there's still a job to finish. Because millions of Americans worked together during the war, the war was greatly shortened. Now these millions of American must continue...for at least the next six months...to do many of these things...make many of these sacrifices...to build the peace.

114. MARIA: Like saving fats?

115. VOICE: Yes...to help supply industry with raw materials...still in short supply.

116. MARIA: Yes...we see...

117. VOICE: On what you do in the next few months and on how well you do it...may depend how fast this country's industries reconvert to peacetime production. On this may depend how quickly there is full employment in this country.

118. HENRY: Yes, we understand.

119. VOICE: To get reconversion off to a good start, we must do three things...with the same energy we did in wartime.

120. MARIA: Three things...

121. VOICE: One...save PAPER!

122. VOICE TWO: (FILTER THROUGHOUT) Even if the required manpower could be put to work in the woods tomorrow, it would be four to six months before the paper increase would be felt.

123. VOICE: Our men still overseas must be supplied with all sorts of paper...and wrapped articles, until the last man is home.

124. VOICE TWO: And you could use more paper too...couldn't you?

125. MARIA: Oh...yes...yes we could.

126. VOICE: Number two. Save every drop of KITCHEN FAT. Scrape and skim every teaspoonful you possibly can...just the way you did in wartime.

127. VOICE TWO: Fats and oils come from the Far East. And even if these islands could start producing and shipping at once, we wouldn't have enough for months.

128. VOICE: You have seen in your own home...how important fats are in the manufacture of household equipment...

129. HENRY: Haven't we, though! Haven't we...

130. VOICE: Now third...Save those TIN CANS. Tin comes from the Far East, too. Salvage of all possible domestic tin is vitally necessary for the manufacture of consumer goods.

131. HENRY: Yes...we saw how important tin is to us...

132. VOICE: That's all we wanted to hear you say.

133. MARIA: May we have our things back now?

134. VOICE: You'll have them, and more too, eventually. Newer things, better things. But be sure...now...for these few months of reconversion...

135. VOICE TWO: Save PAPER.

136. VOICE: Save KITCHEN FATS

137. VOICE TWO: Save TIN.

138. VOICE: It won't be for long, we promise you. But this country must get on with reconversion, and get on fast.

139. MUSIC: BRIDGE FADE DOWN AND OUT

140. HENRY: Yes, I, Henry Keane, and my wife Maria, are wiser this week than we were last.

141. MARIA: It was all quite a shock. But now sometimes I can hardly quite believe it really happened.

142. HENRY: Nevertheless, Maria is saving every drop of fat she can... and I, well I'm still bundling up all the papers and putting them out for the Boy Scouts.

143. MARIA: And we're carefully saving tin cans, too, for the salvage man.

144. MUSIC: SNEAK IN AND HOLD UNDER...NO PAUSE.

145. HENRY: It isn't, of course, that anybody has to be afraid of not getting what's coming to him...and (LAUGH)...naturally nothing will be taken away. It's just that...well, we want to speed up this job...we want to get back to normal in the quickest way possible. Every little bit helped during the war...now it must help in peacetime...for a while. Like a lot of other guys all over the world, you know...we more or less signed up for this thing, as they say, for the "duration and six months"!

146. MARIA: "The duration...and six months". (PAUSE) How about you?

147. MUSIC: FINAL THEME.

148. JOHN: Next week on CONSUMER TIME, we're going to hear about something that we have pretty much on our minds this time of year.

149. FREYMAN: And what's that, Johnny?

150. JOHN: Well...it's September, and I hear a kind of ringing in my ears...I wouldn't be sure, but I think it's a school bell.

151. FREYMAN: Oh yes...and next week, we're going to talk about lunch at school...hot lunches for school children all winter long.

152. JOHN: Be with us next week, then...for another edition of...

153. SOUND: CASH REGISTER

154. ANNCR: CONSUMER TIME!

155. SOUND: CASH REGISTER...CLOSE DRAWER

156. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.

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